

INVOICE



WPBF
3970 RCA Boulevard
Suite 7007
Palm Beach Gardens, FL 33410
Main: (561)694-2525
Billing: (407)389-7661

www.thewpbfchannel.com

Billing Address:

McLaughlin & Associates
Attention: Accounts Payable
566 S. Route 303
Blauvelt, NY 10913

Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
967931-1	11/11/12	November 2012	10/29/12 - 11/05/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
Keever/R/State Attorney	KEEVER FOR ST ATTRNY	

Flight Dates	Order #	Alt Order #
10/29/12 - 11/05/12	967931	06397880

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/29/12	11/01/12	Dr. Oz M-F 9-10a	9-10a	MTWT---	:30	4	\$450.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	MTWT---	4	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/29/12	9:37 AM	Dr. Oz M-F 9-10a	9-10a	:30	DKTV-12-001HD	\$450.00 NM
2	WPBF	Tu	10/30/12	9:55 AM	Dr. Oz M-F 9-10a	9-10a	:30	DKTV-12-002HD	\$450.00 NM
4	WPBF	W	10/31/12	9:28 AM	Dr. Oz M-F 9-10a	9-10a	:30	DKTV-12-002HD	\$450.00 NM
3	WPBF	Th	11/01/12	9:38 AM	Dr. Oz M-F 9-10a	9-10a	:30	DKTV-12-002HD	\$450.00 NM
2	10/29/12	11/01/12	10-11a Anderson Cooper 10-11a		MTWT---	:30	4	\$450.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	MTWT---	4	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	M	10/29/12	10:42 AM	10-11a Anderson Cooper	10-11a	:30	DKTV-12-001HD	\$450.00 NM
1	WPBF	Tu	10/30/12	10:54 AM	10-11a Anderson Cooper	10-11a	:30	DKTV-12-002HD	\$450.00 NM
3	WPBF	W	10/31/12	10:21 AM	10-11a Anderson Cooper	10-11a	:30	DKTV-12-002HD	\$450.00 NM
4	WPBF	Th	11/01/12	10:26 AM	10-11a Anderson Cooper	10-11a	:30	DKTV-12-002HD	\$450.00 NM
3	11/05/12	11/05/12	WPBF News 25 @ Noon 12pm-1230pm		1-----	:30	1	\$350.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	1-----	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	11/05/12	12:10 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	DKTV-12-002HD	\$350.00 NM
4	10/29/12	11/02/12	WPBF News 25 @ Noon 12pm-1230pm		MTWTF--	:30	2	\$350.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	MTWTF--	2	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	M	10/29/12	12:29 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	DKTV-12-001HD	\$350.00 NM
1	WPBF	Tu	10/30/12	12:29 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	DKTV-12-002HD	\$350.00 NM
5	10/29/12	11/02/12	1230-1P Access Hollywood 1230-1p		MTWTF--	:30	2	\$350.00	NM
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	10/29/12	11/04/12	MTWTF--	2	\$350.00				
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This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
We warrant that the actual broadcast information shown on this invoice was taken from the program log

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WPBF
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Lehigh Valley, PA 18002-6885

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7	10/29/12	11/02/12	M-F 5pm News Class of Time - Fixed Non Pre-emptible	5-6pm	MTWTF--	:30	4	\$900.00	NM																																																																			
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8	10/29/12	10/30/12	Wheel Of Fortune Class of Time - Fixed Non Pre-emptible	7-7:30PM	MT-----	:30	1	\$1,600.00	NM																																																																			
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9	10/29/12	11/02/12	M-SUN WPBF News 25 @ 11-11:35PM Class of Time - Fixed Non Pre-emptible		MTWTF--	:30	2	\$1,000.00	NM																																																																			
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10	10/29/12	11/02/12	Nightline Class of Time - Fixed Non Pre-emptible	1135-1205AM / 123	MTWTF--	:30	2	\$700.00	NM																																																																			
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	10/29/12	11/04/12	--1----	1	\$1,800.00																																																																							
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																		
1	WPBF	W	10/31/12	7:59 PM	Wed ABC Prime A	8-9PM	:30	DKTV-12-002HD	\$1,800.00	NM																																																																		
12	11/01/12	11/01/12	46TH ANNUAL CMA AW/8-11PM Class of Time - Pre-emptible with notice		---1---	:30	1	\$2,700.00	NM																																																																			

INVOICE



Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
967931-1	11/11/12	November 2012	10/29/12 - 11/05/12

Advertiser	Product	Estimate Number
Keever/R/State Attorney	KEEVER FOR ST ATTRNY	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
12	11/01/12	11/01/12	46TH ANNUAL CMA AW/8-11PM		---1---	:30	1	\$2,700.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	---1---	1	\$2,700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	11/01/12	8:31 PM	46TH ANNUAL CMA AWARDS	8-11PM	:30	DKTV-12-002HD	\$2,700.00 NM
13	10/29/12	11/02/12	WPBF News 25 Mornings6-7AM		MTWTF--	:30	3	\$550.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	MTWTF--	3	\$550.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WPBF	W	10/31/12	6:29 AM	WPBF News 25 Mornings	6-7AM	:30	DKTV-12-002HD	\$550.00 NM
2	WPBF	Th	11/01/12	6:29 AM	WPBF News 25 Mornings	6-7AM	:30	DKTV-12-002HD	\$550.00 NM
1	WPBF	F	11/02/12	5:58 AM	WPBF News 25 Mornings	6-7AM	:30	DKTV-12-002HD	\$550.00 NM
14	10/29/12	11/02/12	Good Morning America 7-9AM		MTWTF--	:30	2	\$550.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	MTWTF--	2	\$550.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/30/12	8:53 AM	Good Morning America	7-9AM	:30	DKTV-12-002HD	\$550.00 NM
2	WPBF	F	11/02/12	8:58 AM	Good Morning America	7-9AM	:30	DKTV-12-002HD	\$550.00 NM
15	11/03/12	11/03/12	Sat 5-6am News	Sat 5-6am	-----S-	:30	1	\$120.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S-	1	\$120.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	11/03/12	5:37 AM	Sat 5-6am News	Sat 5-6am	:30	DKTV-12-002HD	\$120.00 NM
16	11/01/12	11/02/12	WPBF News 25 @ 5am 5-530am		---TF--	:30	1	\$220.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	---TF--	1	\$220.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	11/01/12	5:08 AM	WPBF News 25 @ 5am	5-530am	:30	DKTV-12-002HD	\$220.00 NM
Total Spots							34		

Payment Terms 30 Days

<u>Gross Total</u>	\$25,190.00
<u>Agency Commission</u>	\$3,778.50
<u>Net Amount Due</u>	\$21,411.50